Final Cup '78

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To: Claude Beck

Date: April 5, 1978

From: R. A. Fitzmaurice

Subject: MARLBORO CUP MEDIA SUPPORT

As we discussed, the following is the proposed media list for 1978 Marlboro Cup advertising support:

MEDIA	INSERTION	
TV Guide	9/09	page/4 color
Sports Illustrated	9/11	page/4 color
Classic Magazine	August	page/4 color
Sporting News	9/09	page/2 color
Daily Racing Form	9/04 9/09	page/2 color
El Diario - La Pensa	9/11	page/2 color
Daily R.O.P. (Metro New York)	9/12 evening or 9/13 morning	page/2 color

If you have any questions, let's discuss.

RAF

RAF/tg

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Source: https://www.industrydocuments.ucsf.edu/docs/xkby0004